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C&I 187.01: Business Communication

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C&I 187: Business Communication
Fall 2004

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Office Hours: Mondays 1-3, Fridays 9-10, or by appointment

Required Text and Materials:

Guffy, M.E. (2003). *Business communication: Process and product* (4th edition).
Cincinnati, OH: South-Western College Publishing.

Text Website: <http://www.meguffey.com>
Blackboard Class Support Site: <http://umonline.umt.edu>

Course Objectives:

In this course, students will:

- Learn communication skills that can be applied to achieve professional goals now and throughout their careers.
- Learn communication strategies that are useful for conducting business meetings and engaging in successful negotiations.
- Become familiar with conflict resolution strategies that promote teamwork.
- Learn effective public speaking skills.
- Develop cross-cultural awareness and communication skills required for a globalized workplace.
- Practice using PowerPoint in delivering business presentations.
- Learn specific writing techniques and organization strategies for composing clear, concise, and purposeful business messages and reports.
- Practice composing routine letters, memos, email messages, goodwill messages, negative messages, persuasive messages, application letters, and various types of business reports.
- Recognize the importance of revising and editing in professional communication through the creation of a portfolio.
- Apply acquired business writing skills through a final team project.
- Cultivate professionalism.

Course Requirements:

- Classwork and participation: Participate in class discussions and projects. Your presence and active involvement is important to the success of these projects and will be factored into your grade (5%).
- Reading: Read assigned chapters in our textbook in order to prepare for quizzes and to facilitate participation in class discussions and completion of in-class assignments.
- Chapter assignments and presentations: Complete the assignments as specified for each chapter (40%).
- Quizzes: Take six quizzes on information from the text. Each quiz will also feature a section on grammar and mechanics (15%).
- Portfolio of written assignments: Write and revise approximately ten chapter assignments over the course of the semester. All written assignments must be word-processed in 12-point standard font (25%).
- Final team assignment: Write and present a business report based on the chapter case studies (15%).

Grading Scale:

A= 90-100

B= 80-89

C=70-79

D=60-69

Attendance:

Your attendance and active participation are vital to your success in this class. Lectures and class activities extend your understanding of the subject matter. If you are not in class, you may miss information and activities that are difficult to make-up. Please be on time and well-prepared for class.

In cases of serious illness or emergencies, you are still responsible for any missed assignments or handouts. Call me as soon as possible for instructions.

More than four unexcused absences will result in grade reductions.

Course Schedule:

Week 1: Chapter 1

- August 30 – Course overview.
- September 1 – CLUE due.
- September 3 – Diagnostic Grammar Quiz.

Week 2: Chapter 1

- September 6 (Holiday)
- September 8 – Webthink lab.
- September 10 – Webthink due.

Week 3: Chapter 2

- September 13 – CLUE due.
- September 15 – Webthink lab.
- September 17 – Webthink due.

Week 4: Chapters 3 & 4

- September 20 – CLUE due.
- September 22 – Webthink lab.
- September 24 – Webthink due.

Week 5: Chapters 3 & 4

- September 27 – CLUE due.
- September 29 – Webthink lab.
- October 1 – Quiz (Chapters 1-4)/ Webthink due.

Week 6: Chapters 5 & 6

- October 4 – CLUE due.
- October 6 – Webthink lab.
- October 8 – Webthink due.

Week 7: Chapter 7

- October 11 – CLUE due.
- October 13 – Webthink lab.
- October 15– Quiz (Chapters 5-7)/ Webthink due.

Week 8: Chapters 8 & 9

- October 18 – CLUE due.
- October 20 – Webthink lab.
- October 22 – Webthink due.

Week 9: Chapters 10 & 11

- October 25 – CLUE due.
- October 27 – Webthink lab.

- October 29 – Quiz (Chapters 8-11)/ Webthink due *class meets on Blackboard*

Week 10: Chapter 12

- November 1 – CLUE due.
- November 3 – Webthink lab.
- November 5 – Quiz (Grammar)/ Webthink due.

Week 11: Chapter 13

- November 8 – CLUE due.
- November 10 – Webthink lab.
- November 12 – Quiz (Chapters 12-13)/ Webthink due.

Week 12: Chapter 14

- November 15 – CLUE due.
- November 17 – Webthink lab.
- November 19 – Webthink due.

Week 13: Chapters 15 & 16

- November 22 – CLUE due.
- November 24 – Lab for portfolios and team presentations.
- November 26 (Holiday)

Week 14: Chapters 15 & 16

- November 29 – CLUE due.
- December 1 – Lab for portfolios and team presentations.
- December 3 – Quiz (Chapters 14-16)/Portfolio due.

Week 15: Team Presentations

- December 6 – Presentations.
- December 8 – Presentations.
- December 10 – Presentations.

Week 16: Finals Week

- December 14 – Final 8-10/ Grammar quiz retest.
- December 17 – Have a safe and restful Winter Break!

*Instructor reserves the right to make adjustments to syllabus.